OVER THE LAST 5 YEARS
the number of food products that contain at least one non-nutritive sweetener has increased by **300%**.

**76%** of CONSUMERS want to know if their food contains sugar substitutes, but **63%** of the time consumers are unable to correctly identify them on food ingredient lists.

**73%** of PARENTS want to know the amount of sugar substitutes in their children’s food but this information is not available.

**69%** of SHOPPERS think products claiming to be no/low or reduced sugar are **lower in calories**, but many are not.

**66%** of CONSUMERS want food companies to be required to identify sugar substitutes as “SWEETENERS” on ingredient labels.

**U.S. FDA SHOULD REQUIRE FOOD COMPANIES TO**

- **ADD THE TERM** “Sweetener” in parentheses to sugar substitutes on ingredient lists
- **CLEARLY LABEL** the amount of sugar substitutes on the front of children’s food and beverage products
- **REQUIRE** “Sweetened With…” disclosure alongside no/low/reduced sugar claims if the product contains sugar substitutes
- **DISCLOSE** the potential gastrointestinal side effects from the consumption of sugar alcohols and certain sugar substitutes
- **ENSURE** all sugar content claims related to no/low/reduced sugar products are truthful and non-misleading

SOME OF THE ALTERNATIVE SWEETENERS IN YOUR FOOD
- Xylitol
- Sorbitol
- Hydrogenated Starch Hydrolysates
- Saccharin
- Acesulfame Potassium
- Sucralose
- Isomalt
- Lactitol

OVER THE LAST 5 YEARS

- Bread
- Cereal
- Granola bars
- Yogurt
- Ice cream
- Milk
- Children’s beverages